



National 4-H Leadership Team Update

--A Joint Report from National 4-H Headquarters, CSREES, USDA and National 4-H Council-- July 2006

Positive Partnerships

The positive partnership between National 4-H Headquarters and National 4-H Council is bringing clarity to the roles and responsibilities and strengthening National 4-H Leadership and more effectively engaging system partners. National 4-H Headquarters at CSREES, USDA, is providing strong leadership for 4-H programs and priorities, professional development, curriculum, the authorization and use of the 4-H name and emblem, and program accountability. National 4-H Council has reorganized, including closing the Extension Relations unit, placing the resource development and grants management teams under the leadership of Jennifer Sirangelo, and recruiting for a senior vice president for marketing and communications, allowing National 4-H Council to focus on fundraising, marketing (brand awareness, media relations, field support), the 4-H Youth Conference Center (providing a national home for 4-H), National 4-H Supply Service (opportunities for states), and legal and fiduciary support for 4-H entities.

"Must Do" List

During the 2006 National State 4-H Program Leader Meeting, a "Must Do" List was developed to serve as a guide for the work to be accomplished. These areas are outlined below along with the progress and future directions associated with each.

Examine our Quality and Accountability

Objectives – Determine what quality programs look like. Develop Logic Models and common indicators to guide program efforts. Determine effective and efficient methods to address accountability issues. Clarify policies, best practices, standards, monitoring plans, and get collective buy-in

Actions

A team of State 4-H Program Leaders are working with Suzanne Le Menestrel and Don Floyd to consider how to develop indicators of quality and accountability for the 4-H system. The group is interested in developing a series of **logic models** and a common set of indicators.

A team of State 4-H Program Leaders are working with Suzanne Le Menestrel to explore the feasibility of a **national 4-H Club study**. Such a study would examine best practices in club programming and examine the impacts of club participation on a number of youth and community outcomes. Please contact Suzanne at slemenestrel@csrees.usda.gov if you are interested in learning more.

The ECOP 4-H Task Force will meet August 21-22 to formalize a plan for a budget request that supports **doubling the number of 4-H members involved in club work**—with club being defined broadly in today's context (Neighborhood clubs, Afterschool clubs, Sponsored clubs, etc.).

Evaluation Synthesis - The Center for Applied Research at the University of Connecticut is conducting a synthesis of evaluations of "sustained" 4-H experiences (e.g., clubs) that have been conducted in the past 5-10 years. The report will be completed by the end of September and disseminated to all 4-H partners. The specific goals for the project include:

- Building the case for the effectiveness of *sustained* 4-H youth development program experiences in order to support funding and policy decision;
- Obtaining a more in-depth and understanding of the variations in 4-H programming and their relationship to youth, family, and community outcomes;
- Identifying unmet needs for programming and program delivery modes;
- Identifying "best" and "promising" practices within different program settings so that these can be replicated in other settings; and

- Identifying specific areas of further study, such as a plan for a new national impact study of 4-H.

Mission Areas

The 2006 **National 4-H Youth Technology Leadership Conference** will be held in July at University of Nebraska Lincoln. "S.E.T. (Science, Engineering and Technology). For the 21st Century" is the theme for the conference, which will help participants to enhance and integrate science, engineering and technology in a broad range of 4-H project areas. The planning team includes state and county staff, volunteers, teens from across the country, and national staff members.

4-H / APHIS – National Animal Identification System (NAIS) –USDA's Animal & Plant Health Inspection Service (APHIS) and CSREES, home of the National 4-H Headquarters – USDA, have teamed up with Purdue University to create a program that uses 4-H expertise in the States to raise awareness about NAIS. Leading the team of Extension specialists from Arkansas, Iowa, New Jersey, Montana and West Virginia, are Dr. Renee McKee, State 4-H Program Leader in Indiana and Dr. Clint Rusk, Associate Professor, Ag. Education Department at Purdue. The Team is developing program materials which are currently in the pilot phase..

4-H and FFA have joined with the Animal and Plant Health Inspection Service (APHIS) at USDA on a public awareness and agricultural education campaign regarding **Avian Influenza (AI)**. We are seeking 4-H volunteers to help educate the public about Avian Flu. There are two ways to help share information, first please encourage youth and volunteers to participate in the Biosecurity for Birds Program. For information about how to do that, please visit: <http://www.aifairs.org/> Also, the distance learning program that was developed and funded by FFA and APHIS (under the Avian Disease subsection) can be found at <http://www.agedlearning.org/> Since USDA holds the rights, and because of our partnership with FFA, this program can be adapted for use by 4-H at no cost.

Elaine McLaughlin, Nutritionist with FNS, USDA will be detailed to National 4-H Headquarters beginning this fall and will provide leadership and support for the Healthy Living mission area. Elaine is one of the authors of **The Power of Choice: Helping Youth Make Healthy Eating and Fitness Decisions** http://www.fns.usda.gov/tn/Resources/power_of_choice.html

The **John Deere Leaders Academy** will be held September 14-17, 2006, at the National 4-H Youth Conference Center in Chevy Chase, MD. This year's Academy will focus on Healthy Lifestyles and will include an integration of Healthy Lifestyles and Youth in Governance principles. Youth-adult teams will work together on a plan to promote Healthy Lifestyles in their state.

National 4-H Headquarters has been participating in the **Coordinating Council on Juvenile Justice and Delinquency Prevention's Planning Group**, a Federal Interagency group that meets on a quarterly basis. We recently worked with the 4-H program in Oregon to submit an application for an Interagency Agreement to support the development of a Service-Centered Mentoring Program that will engage adjudicated youth in community service with the support of adult mentors.

4-H Professional Development - Suzanne Le Menestrel and Barbara Stone are working with Karen Tepper at the University of Arizona to develop resources around essential elements for 4-H educators. These resources will include an on-line essential elements self-assessment tool and links to essential elements resources. The tool will be launched in October at NAE4-HA.

4-H Current and Emerging Leadership Evaluation – An independent evaluation of Choosing to Lead, State 4-H Program Leader Orientation and the Art of Leadership has been completed. Results of each program are available at the summer state leader meetings and at 4-H Headquarters website www.national4-hheadquarters.gov/ and on the state leader intranet site.

A study is in progress to gather baseline data of the number of 4-H professionals and direct service 4-H youth workers across the 4-H system. This **staffing structures study** will capture staffing trends at the land-grant universities and at the local level. It will also give us information on which to recommend successful staffing models and target training and development priorities in the next 5 years. A planning committee of state program leaders and 4-H staff has been advisors in the project. The Montana 4-H Center for Youth Development will conduct the study. Results will be shared with national 4-H system partners in October.

Children, Youth, and Families at Risk - (CYFAR) program provides grants to support community educational

programs to equip limited resource families and youth who are at risk for not meeting basic human needs, to lead positive, productive, contributing lives. CYFAR programs reached approximately 40,000 youth and adults last year in communities in all states. The Children, Youth, and Families Research and Education Network (CYFERnet) provides research based web resources and training and technical assistance to CYFAR programs. The CYFAR 2007 Conference will be held May 1-4 at the Hyatt Regency McCormick Place, Chicago. The Call for Proposals will be announced on the CYFAR website by September 15. <http://www.csrees.usda.gov/nea/family/cyfar/cyfar.html>. Beginning the fourth 5 year cycle of funding, the 2006 CYFAR Sustainable Community Projects have been awarded to seven states.

Illinois – Gerri Peeples, Al Zwilling, & Aaron Ebata	Arizona - Joyce Serido & Lynne Borden
New Mexico – Diana DelCampo	
Michigan State University – Karen Pace	
University of Missouri – Tammy Gillespie, Ina Linville, & Jo Britt-Rankin	
Cornell University in New York – Steve Goggin & June Mead	
North Carolina State University – Robin Roper, Sandra Zaslow & Marshall Stewart	

Watch for the 2007 SCP Request for Proposals on the CYFAR Website by September 5. Applications are due to CSREES December 8, 2006. <http://www.csrees.usda.gov/nea/family/cyfar/cyfar.html>

Rural Youth Development - National 4-H Headquarters is in the final stages of awarding FY2006 Rural Youth Development money to Girl Scouts of the USA, the National FFA Organization, and National 4-H Council (a little more than \$600,000 to each organization). The House has included \$2M for the program in FY2007 (which they historically have not done) and the recent Senate committee action included funding at \$1.98M. It looks promising that funding for the program should be available in 2007 at level funding.

4-H Afterschool - At the invitation of the National Afterschool Association (NAA), 4-H is planning a 15 hour training track focused on youth development and afterschool curriculum at their national meeting next spring in Phoenix. Tentative plans call for conference participants to enroll in the training with 3 options: as part of the regular conference at no extra charge, pay an additional fee for 1.5 CEU's, and pay university registration fees and receive college credit.

ES-237 Update - The ES-237 4-H enrollment report is in the process of being reviewed by the Office of Management and Budget (OMB). A Federal Register notice will be published shortly for public comment. Approval is expected by December of this year. No further changes can be made to the ES-237 until approval is secured from OMB. Therefore, there can't be any changes made to the ES-237 until the 2007 collection. The 2006 collection has to remain the same as the 2005 collection. Suzanne Le Menestrel will be working with a small committee of interested state 4-H Program Leaders and staff to examine further changes and modifications to the ES-237. Suzanne has also met with CSREES staff and consultants about incorporating the ES-237 into CSREES' new One Solution reporting system in the future. The 2005 ES-237 data are available on-line at the following website:

http://www.reeis.usda.gov/portal/page?_pageid=37,178240&_dad=portal&schema=PORTAL&smi_id=31

Programs of Distinction continues to serve four main purposes for our system:

- Recognizes and celebrates best practices in youth development and families programming;
- Provides an opportunity for Extension faculty to have their work peer-reviewed;
- Provides a forum for new staff to learn about program development and implementation;
- Allows easy access through a database to tell the story of excellent programs for decision-makers and potential funders.

There are now 29 programs from 19 states in the database: <http://cyfernet.ces.ncsu.edu/pod/serach.php>

These programs are peer reviewed by 24 trained peer reviewers from around the country. There have been many opportunities for dissemination and recognition for the Programs of Distinction:

- 6 upcoming NAE4-HA 2006 Workshops
- CYFAR 2005 Program Showcase
- CSREES Partners Video Magazine, 2007
- National Collaboration for Youth report, *Making a Difference in the Lives of Youth*.
- Recipients of grant funding

Program manuscripts are accepted on an on-going basis. Customized web-meeting trainings or teleconferences on how to submit a Program of Distinction manuscript are also available. Please contact Suzanne Le Menestrel at slemenestrel@csrees.usda.gov for more information.

Curriculum Review - This past year our system began a comprehensive review of our current curriculum processes. This review primarily focuses on three components of our curriculum system:

- 1) Curriculum Development and Priority-Setting;
- 2) Curriculum Business Processes (Production, Marketing, Distribution, etc.); and
- 3) The Jury Review.

An update related to this review was provided at the National Meeting earlier this year and we began a pilot process to transition our curriculum processes. Most notably, curriculum priority-setting has shifted back to National 4-H Headquarters, in cooperation with all of you through our task forces and other groups. This year, 4-H Afterschool was selected as a priority and design teams were awarded grants provided by CCS to produce needed curricular materials. There will be no additional call for new curriculum proposals this fall but we hope to issue a new call early next year.

Since that time, 4-H CCS, National 4-H Headquarters and National 4-H Council are continuing to work out the details of the transition of the curriculum process. Most critically, we are currently working out the due diligence to transfer production, fundraising, marketing and distribution functions to National 4-H Council. As soon as needed paperwork is shared, National 4-H Council is set to move forward with transitioning these roles.

Concurrently, National 4-H Headquarters is continuing to work on transitioning the **Jury Review** process.

- Letters of Intent for Jury Review are due August 1 with full curriculum August 31.
- Curriculum review will take place the week of September 18. We are looking for additional reviewers, particularly those with strong curriculum design backgrounds.
- Information about the fall review will be posted on the 4-H National Headquarters website soon.

Incorporated and Unincorporated Groups & Events – National 4-H Headquarters continues to work to clarify accountability among the various incorporated and unincorporated groups and events associated with 4-H at the national or regional level. Current updates:

- National 4-H Shooting Sports Foundation Board has accepted a Cooperative Extension representative to their board, and a liaison from National 4-H Headquarters;
- NAE4-HA is exploring the appropriate mechanism for sanctioning the state associations, which currently are not organized under the national membership group. It's unclear whether they should be chartered entities accountable to State 4-H Program Offices, or whether they need to organize more independently;
- A Collegiate 4-H planning team is being hosted by the National 4-H Leadership Team to think strategically about the future of National Collegiate 4-H and how it's organized;
- National 4-H Congress Board, under the chairmanship of Doug Steele is reviewing the structure and by-laws to update and strengthen this event;
- Other identified National Competitive 4-H Events are being reviewed to ensure compliance with policies and responsible risk management.

Diversity - The National 4-H Leadership Team continues to work to build partnerships with the 1890's and 1994's and promote greater diversity across the program. From the AEA/1890 meeting, there is a renewed sense of commitment by many 1890 institutions. An example would be Tuskegee's commitment to re-establishing a 4-H program. This year, there will be scholarships available for youth connected to 1890s institutions to participate in the National 4-H Conference., and we're working with the identified youth development groups to plan for intentional inclusion of underserved youth in our upcoming events/programs like the Leader's Academy.

Future Directions

The Inaugural 4-H Family Strengthening Distinguished Lecture will feature Dr. Stephen Small, Professor of Human Development and Family Studies, University of Wisconsin – Madison and Human Development and Family Relation Specialist, University of Wisconsin-Extension on September 26, 2006 at USDA. The lecture will be available on DVD, and to watch on-line later. This lecture is funded with generous support from the Annie E. Casey Foundation and is designed to share land grant research based information about family strengthening and how it relates to youth development with those interested and involved with youth development efforts.

National 4-H Headquarters is continuing to clarify and communicate **shared policies and practices**, (for example-policies related to special memberships like Clover Buds programs). We are creating a searchable database with all national policies, standards and decisions and samples of best practices utilized within state programs.

There are currently seven **Name and Emblem Fact Sheets** on the National 4-H Headquarters website, two more are nearly completed and we've received requests for additional information. We will continue to add to these Fact Sheets, which replace the outdated Guide published in the 1980's.

National 4-H Headquarters has begun a process to work with Risk Management Officers at land grant universities to review risk management issues related to the management of 4-H programs and how they fit within the institution.

Enhance our Communications

Objectives – Develop more consistent internal communications with all stakeholders, including Extension Directors and others. Share more information (Program Review Reports, Presentations from meetings, etc.). Establish the brand of 4-H as the hallmark of positive youth development in America in order to achieve enhanced positioning, increased participation and greater funding for the 4-H movement.

Actions

National 4-H Headquarters has been an active partner in the Administration's **Helping America's Youth (HAY) Initiative**. Byron Garrett provided leadership to host HAY Conferences for the First Lady at land grant institutions. The first HAY Conference was held in Indiana and brought youth development professionals from surrounding states together. In addition, Suzanne Le Menestrel serves on the Community Guide group (for more information: www.helpingamericasyouth.gov) This group designed the HAY website and community guide tool, and also helps to plan trainings and upcoming evaluation. Please consider submitting a program to the HAY programs database. For more information about how to submit a program, visit <http://www.helpingamericasyouth.gov/programtool-nominate.htm> or contact Suzanne, slemenestrel@csrees.usda.gov.

The **National 4-H Council Board of Trustees** held its spring meeting in Atlanta, GA. A new process was a session with Don Floyd, Cathann Kress, the five directors/administrators who serve on the board, ECOP chair Larry Cote, and CSREES education and extension advisor Elbert Dickey. The intent was to seek advice on issues affecting the 4-H program nationally and to update directors/administrators on upcoming issues in 4-H.

The National 4-H Council Resource Development Team continues to grow positive relationships with current donors (ex. JC Penney, Monsanto, MetLife) but also finds new businesses interested in supporting the work of 4-H. Two new relationships have been formed with **Computer Associates and Cumberland Farm**.

As part of the 4-H Brand Network, work has begun on a protected, interactive intranet site that will deliver **marketing communications tools and resources to the field** and provide a community for 4-H brand advocates to share best practices and marketing communications information with each other. Phase I of the site is to be completed by October 2006 at NAE4-HA. Once completed, this intranet will take the place of 4hmediaresources.org.

In the area of market research, **another benchmarking study will be conducted in August 2006** to gauge awareness of the 4-H brand. This second, more in-depth study with key demographics will be shared system-wide.

A series of national fact sheets about 4-H in general are currently under development. The first two --**4-H overview and 4-H statistics**--are nearly complete and are expected to be available at www.4hmediaresources.org no later than August 1, 2006.

National 4-H Council's **2005-2006 annual report** will focus on 4-H's land-grant university connection and includes profiles of young people who can link their 4-H experiences to their decision to attend a land-grant university and programs that bring 4-H members to land-grant university campuses. Profile ideas are still being accepted for consideration. Please send them to Laura Phillips Garner at lgarner@fourhcouncil.edu.

The National 4-H Week kit is now online at www.4hmediaresources.org. **The National 4-H Week Kit** provides 4-H educators, leaders, volunteers and members with marketing and media resource materials to consistently promote National 4-H Week throughout the 4-H community. The kit contains logos, print materials, ads, media relations

materials, tip sheets, activity ideas and more. For more information about the National 4-H Week kit, contact Allyson McMahan at amcmahan@fourhcouncil.edu or 301-961-2915.

Clover Corner News, 4-H's national online newsletter, continues to publish the first Wednesday of each month and is a place for 4-H professionals, volunteers and members to share their stories. Send story ideas to clovercornernews@fourhcouncil.edu.

National 4-H Council produced a special issue of the 4-H...**the Power of YOUth newsletter**, detailing successes from Year 2 of the Rural Youth Development grant from National 4-H Headquarters. The issue features stories of youth impact made possible by the grant's support of Engaging Youth, Serving Community 4-H programs in states including Nebraska, Louisiana, New York, Texas, Wisconsin and California.

National 4-H Headquarters hosts a moderated list serve, the **Youth Development Research Forum**, as a venue for sharing the latest research on youth development, opportunities for funding, job openings, and questions about methodology. To subscribe, please send an e-mail to lyris@lyris.csrees.usda.gov. Leave the subject line blank and type the following message in the text area: *subscribe youth research*

National 4-H Headquarters also hosts a moderated listserve as a venue for building a **professional development community of practice**. To subscribe to the "Giving Them our Best" listserve send an e-mail to lyris@givingthemourbest.usda.gov. Leave the subject line blank and type the following message in the text area: *subscribe giving them our best*

To learn more about what's going in with **4-H Military Partnerships** check the 4-H Military reports at www.4-hmilitary.org. These reports are submitted by the 4-H Military Liaison. Reports broken up into Operation: Military Kids, 4-H Military Club Grants and Other Military Work. First reports were completed for OMK and are posted while 4-H Military Club Grants and Other Military Work will be posted in the fall. Public site allows for viewing of state reports, state demographics and national demographics.

To learn more about 4-H Camping, join the **National 4-H Camping ListServe**. With more than 250 subscribers, this tool will be used to share information and enhance communication among a very large audience of 4-H professionals. We are also exploring the possibility of developing an electronic National 4-H Camping Newsletter. In addition, we are working with the Virginia planning team for the 2008 National Camping Institute.

State 4-H Leaders Intranet Site - <http://www.4hstateleaders.org> Don't forget about this resource-rich site, an exclusive, password protected site for State 4-H Leaders which offers a clearinghouse of national 4-H resources -- for both the seasoned leader and those who are new to their position. Features include contact information for fellow 4-H program leaders and staff, a calendar of events, and links to other 4-H Web sites of interest.

Journal of Youth Development

The NAE4-HA sponsored referred on on-line journal's inaugural issue has just been released: <http://www.nae4ha.org/directory/jyd/index.html>. Initial funding support for the journal was also provided by the National 4-H Leadership Trust. Over 65 articles are under review for publication consideration in the 2nd and 3rd issues which will be published in September and December, 2006. Article submissions are accepted on an on-going basis. Please contact Patricia Dawson, the editor, with specific questions (patricia.dawson@oregonstate.edu). Patricia is also interested in recruiting peer reviewers for the journal. Additional funding support is needed to sustain the journal into the future. Institutional sponsorships and subscriptions are available through Joseph Donaldson, NAE4-HA Board member, jldonaldson@utk.edu.

Future Directions

Plan for how to capitalize on the Tufts Study on 4-H Youth Development and Brand Marketing Research.

Recognition

4-H Military Liaisons and National 4-H Headquarters Staff were presented with a "Certificate of Commendation" from **Secretary of Defense Donald Rumsfeld** for their work in partnerships with the US Army and support of military children around the globe.

Suzanne Le Menestrel has been formally recognized through letters of commendation by **First Lady Laura Bush** and Secretary of Agriculture, Mike Johannes, for her contributions to the Helping America's Youth Initiative.

Transitions for Discussion

National 4-H Leadership Trust

National 4-H CCS